



PHILIP MORRIS U.S.A.

TO: Rebecca Clarkson

DATE: May 27, 1997

FROM: Thomas Lauinger 

SUBJECT: Music Video Brief: Woman Thing Music, Fall 1997

OVERALL PROGRAM BACKGROUND

The Virginia Slims Woman Thing Music (WTM) program was developed to increase brand awareness and visibility in a contemporary forum. The core concept of the program is to debut the singing careers of women. This theme is consistent with Virginia Slims' heritage of identifying and creating opportunities for women. The program name, "Woman Thing Music", leverages aspects of the Slims advertising campaign. Under the Virginia Slims Woman Thing Music umbrella, Slims will reach consumers through the sponsorship of a high profile music program in unique club settings. The program includes the following elements; the production of a promotional CD, retail promotion, direct mail, bar nights featuring live music, a showcase event featuring our key artist (in markets outlined below), PR and media support.

At the bar night portion of the event, we offer consumers the opportunity to listen to, and vote for, their favorite band from an audio track of 4-6 local bands. The voting takes place within the clubs at voting kiosks. As a lead in to the voting program, we use a promotional introduction discussing WTM and showing a short video of our featured artist. This brief requests creative for a video featuring Pauley P.

PROGRAM OBJECTIVES

- Create trial and repeat purchase opportunities among key competitive smokers and build continuity of purchase among Virginia Slims smokers.
- Appeal to young adult women smokers, 21-29 years old.
- Increase awareness and visibility of Virginia Slims.

VIDEO OBJECTIVES

- Capture the essence of Pauley P. and the song, "Too Busy Looking Out the Window" in a 30 second video format that is appropriate for a bar/club setting.

CREATIVE OBJECTIVES

- Communicate that Pauley P. and the Woman Thing Music program are hip, fun, exciting and real.
- The video should portray Pauley P. in a contemporary manner of a style consistent with music videos today
- The video should be impactful and exciting enough to intrigue and captivate consumers in a crowded bar environment.
- The video should reflect the style and attitude of the song "Too Busy Looking Out the Window"; however, we should not limit ourselves to telling the "story" of the song. Consider incorporating a variety of locations/situations, camera angles/distances, color visuals to capture the contemporary feel.
- Given the 30 second length of the video, focus on 1 verse of the song (and the chorus) that works best in a stand-alone format, and captures the essence of the entire song.

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ASSIGNMENT

Develop creative for:

- 30 Second Music Video

Forward estimates and requirements for 2 additional versions; 90 second and full length video.

- 90 Second video: would be used for internal presentations.
- Full Length: would be used in bars within the WTM program where video equipment is available.

EXECUTIONAL GUIDELINES/LEGAL COPY

- Song: "Too Busy Looking Out the Window"
- Length: 30 seconds (90 second and full length TBD depending upon cost)
- Include a short introduction calling out Pauley P.'s pending concert performance.
- Include title and artist title at the opening and closing of the video consistent with mainstream music videos.
- Warning box (please note: a verbal warning box should not be necessary if branding is not communicated verbally on the video).
- Presented by Virginia Slims Lights 100s & T&N.

BUDGET

Video Budget: \$100,000 (additional \$70,000 to be funded through savings)

NEXT STEPS

- Video concepts: 6/10/97.
- Video shoot: TBD (6/15/97-6/24/97)
- Final Video: w/o 7/28/97

CC:

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